

## WHAT IS CLAIMED IS:

1. A tape printing control device comprising:

first storage means for storing a first character string to be printed on a tape-like print  
5 medium;

first image generation means for generating a print image in which the first character  
string stored in the first storage means is arranged in a width direction of the tape-like print  
medium;

second image generation means for generating a print image in which the first  
10 character string stored in the first storage means is arranged in a lengthwise direction of the  
tape-like print medium; and

print control means for executing print control so that the print image generated by  
one of the first and second image generation means will be printed on the tape-like print  
medium first and thereafter the print image generated by the other will be printed on the  
15 tape-like print medium.

2. The tape printing control device according to claim 1, further comprising print range  
setting means capable of setting a print range in the lengthwise direction of the tape-like print  
medium for at least one of the print images generated by the first and second image  
20 generation means.

3. The tape printing control device according to claim 2, wherein the print control  
means executes the print control so that the print image generated by the first image  
generation means will be printed being repetitively arranged in the print range set by the print  
25 range setting means.

4. The tape printing control device according to claim 2, wherein the first image  
generation means generates a print image in which an image of the first character string stored  
in the first storage means, being arranged in the width direction of tape-like print medium, is  
30 repetitively arranged in the print range set by the print range setting means.

5. The tape printing control device according to claim 1, further comprising second

storage means for storing a second character string to be printed on the tape-like print medium,

wherein the second image generation means generates a print image containing both the first character string stored in the first storage means and the second character string stored in the second storage means in one image.

6. The tape printing control device according to claim 1, further comprising size change means for changing sizes of the print images generated by the first and second image generation means.

7. The tape printing control device according to claim 2, further comprising size change means for changing sizes of the print images generated by the first and second image generation means corresponding to the print ranges set by the print range setting means.

8. The tape printing control device according to claim 1, further comprising print repetition specifying means for specifying the number of printings for the print image generated by the first or second image generation means.

9. The tape printing control device according to claim 1, wherein order of printing of the print image generated by the first image generation means and the print image generated by the second image generation means in the print control means is settable.

10. The tape printing control device according to claim 1, wherein the tape printing control device executes control for forming a mark allowing discrimination between the print images generated by the first and second image generation means.

11. The tape printing control device according to claim 10, wherein the mark is formed by printing.

12. The tape printing control device according to claim 11, wherein the mark is formed by a printed line.

13. The tape printing control device according to claim 1, wherein the tape printing control device controls cutting means so as to make a cut or half cut between the print images generated by the first and second image generation means.

5 14. A program that causes a computer to execute:

a first storage step for storing a first character string to be printed on a tape-like print medium;

10 a first image generation step for generating a print image in which the first character string stored by the first storage step is arranged in a width direction of the tape-like print medium;

a second image generation step for generating a print image in which the first character string stored by the first storage step is arranged in a lengthwise direction of the tape-like print medium; and

15 a print control step for executing print control so that the print image generated by one of the first and second image generation steps will be printed on the tape-like print medium first and thereafter the print image generated by the other will be printed on the tape-like print medium.

20 15. The program according to claim 14, further causing the computer to execute a print range setting step capable of setting a print range in the lengthwise direction of the tape-like print medium for at least one of the print images generated by the first and second image generation steps.

25 16. The program according to claim 15, wherein the print control step executes the print control so that the print image generated by the first image generation step will be printed being repetitively arranged in the print range set by the print range setting step.

30 17. The program according to claim 15, wherein the first image generation step generates a print image in which an image of the first character string stored by the first storage step, being arranged in the width direction of tape-like print medium, is repetitively arranged in the print range set by the print range setting step.

18. The program according to claim 14, further causing the computer to execute a second storage step for storing a second character string to be printed on the tape-like print medium,

wherein the second image generation step generates a print image containing both the first character string stored by the first storage step and the second character string stored by the second storage step in one image.

19. The program according to claim 14, further causing the computer to execute a size change step for changing size of the print image generated by the first or second image generation step.

20. The program according to claim 15, further causing the computer to execute a size change step for changing sizes of the print images generated by the first and second image generation steps corresponding to the print ranges set by the print range setting step.

21. The program according to claim 14, further causing the computer to execute a print repetition specifying step for specifying the number of printings for the print image generated by the first or second image generation step.

22. The program according to claim 14, wherein order of printing of the print image generated by the first image generation step and the print image generated by the second image generation step is settable in the print control step.

23. The program according to claim 14, wherein the print control step further executes control for forming a mark allowing discrimination between the print images generated by the first and second image generation steps.

24. The program according to claim 23, wherein the mark is formed by printing.

25. The program according to claim 24, wherein the mark is formed by a printed line.

26. The program according to claim 14, further causing the computer to execute a cutting step for making a cut or half cut between the print images generated by the first and second

image generation steps.